

ALCOHOL POLICY AND PUBLIC HEALTH: WHAT WORKS?

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HOPE

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EVIDENCE

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Context: alcohol in the world

- Alcohol is the 5th leading cause of death and disability worldwide
- It is the leading cause of death and disability for males aged 15-24 in every region except the Eastern Mediterranean, as well as for females 15-24 in the Americas and the wealthy countries
- The alcohol industry is a \$1 trillion business worldwide

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Excessive Drinking Has a Huge Public Health Impact in the United States

- **88,000 deaths every year**
- **2.5 million Years of Potential Life Lost every year**
- **4th leading preventable cause of death**
- **Cost**
 - \$223.5 billion in economic costs (2006) or ~\$1.90/drink
 - MD: \$4.1 billion
 - \$1.96 per drink
 - \$94.2 billion (42%) paid by government or ~\$0.80/drink

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Alcohol-Related Disease Impact (ARDI); available at: www.cdc.gov/alcohol
Grieseler et al. JAMA 2004;291(10):1238-45
Grieseler et al. JAMA 2004;291(10):1238-45

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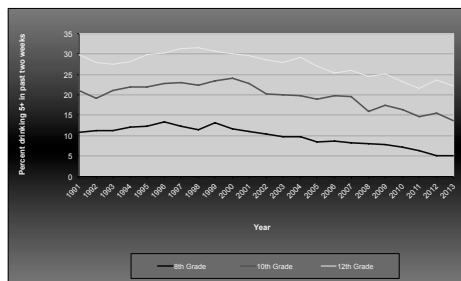
Youth drinking in the U.S.

- Alcohol use is the number one drug problem among young people.
- In 2013, 8.7 million U.S. young people ages 12-20 reported drinking in the past month, and 5.4 million reported binge drinking. (NSDUH)
- Every day, 4,500 kids under age 16 start drinking. (NSDUH)
- The earlier young people begin drinking, the worse the consequences are likely to be.

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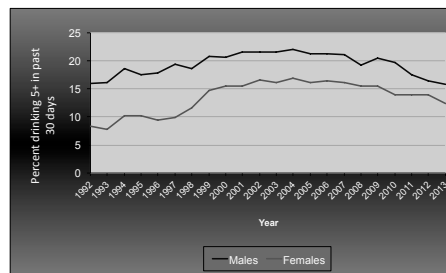
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Binged (5+ on single occasion) in the past two weeks (MTF)



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Source: Monitoring the Future 2012 (NIDA, 2012)
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Youth (age 12-20) Binge Drinking in the U.S. (NSDUH)



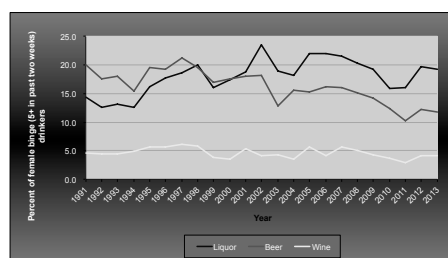
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Source: NSDUH 2012 (SAMHSA 2013)
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Summary

- Youth binge drinking and its consequences continue at high levels
- Progress in high school is not matched by progress with college students and with females

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Beverage preference of 12th grade female binge drinkers



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Source: Monitoring the Future 2011 (NIDA, 2011)
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Consequences of youth drinking

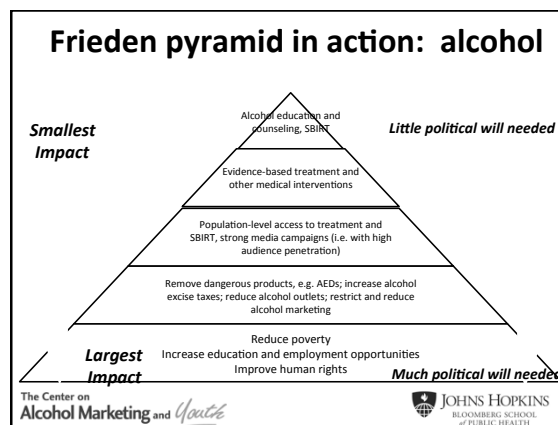
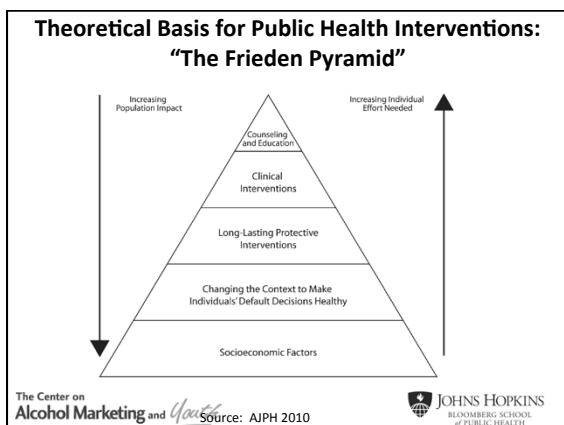
- Young people who begin drinking before age 15 are five times more likely to develop alcohol problems later in life than those who wait until they are 21. (OSG, 2007)
- They are:
 - Four times more likely to develop alcohol dependence (Grant and Dawson 1997)
 - Six times more likely to be in a physical fight after drinking;
 - Greater than six times more likely to be in a motor vehicle crash because of drinking;
 - Almost five times more likely to suffer from other unintentional injuries after drinking (Hingson et al. 2009).
- Every year approximately 5,000 people under age 21 die from alcohol-related injuries resulting from underage drinking. (OSG, 2007)

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Are we doing “what works”?

- Bloomberg School motto: “Saving lives millions at a time.”
- Theoretical basis – best of public health practice
- Public health reviews of the alcohol-specific evidence
 - CDC
 - WHO
- Evidence points to “environmental” strategies – things that condition drinkers’ choice to drink

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What works: reviews of the U.S. and global research literature

CDC Guide to Community Preventive Services

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Community Guide Recommendations for Preventing Excessive Drinking

CDC community guide process:

- Conduct systematic reviews:
 - Identify all relevant studies
 - Assess their quality
 - Summarize the evidence
- Develop recommendations
- Publish systematic reviews and recommendations in peer-reviewed literature

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communityguide.org/alcohol
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“Insufficient evidence” according to CDC

- School-based social norming campaigns
- Designated driver programs
- School-based peer organizing interventions
- Responsible beverage service training
- Overservice law enforcement initiatives

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What does not work, at least in isolation:

- The impact of education and persuasion programs tends to be small at best.
- When positive effects are found, they do not persist.
- Among the hundreds of studies, only a few show lasting effects (after 3 years) (Foxcroft et al. 2003).
- Media campaigns – IOM/NRC study doubtful that youth-oriented campaign can work, although adult-oriented campaign might.
- Casswell et al. in NZ – media campaigns can soften the ground for more effective policies

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Community Guide Recommendations for Preventing Excessive Drinking

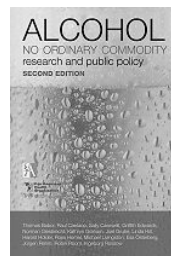
• Recommendations

- Increase alcohol taxes
- Regulate alcohol outlet density
- Improve dram shop (commercial host) liability
- Avoid privatization of alcohol sales
- Maintain limits on days of sale
- Maintain limits on hours of sale
- Enhance enforcement of laws prohibiting alcohol sales to minors
- Use electronic SBI (for adults)

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What works: periodic review of global research literature



- Jointly published by WHO and Oxford University Press
- Result of reviews by 15 of the most prominent scholars globally in alcohol research
- 2nd edition published in 2010

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17 strategies with at least 2 + across the board

- | | |
|---|---|
| – Alcohol taxes | – Community action projects |
| – Ban on sales | – Sobriety checkpoints |
| – Minimum age of purchase laws | – Lower BAC limits |
| – Rationing | – Administrative license suspension |
| – Government monopolies | – Graduated licensing |
| – Restrictions on hours/days of sale | – Legal restrictions on exposure to marketing |
| – Reductions in number of outlets | – Brief interventions |
| – Enhanced enforcement of on-premise laws and regulations | – Mutual self-help |
| | – Talk therapies |

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A global context: WHO's Global Strategy to Reduce Alcohol-Related Harm

- (a) leadership, awareness and commitment
- (b) health services' response
- (c) community action
- (d) drink-driving policies and countermeasures
- (e) availability of alcohol
- (f) marketing of alcoholic beverages
- (g) pricing policies
- (h) reducing the negative consequences of drinking and alcohol intoxication
- (i) reducing the public health impact of illicit alcohol and informally produced alcohol
- (j) monitoring and surveillance.

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Alcohol taxes

- "...among the most cost-effective ways for a government to reduce alcohol-related harm." (Babor et al. 2010)
- 1911 - 1917 – alcohol taxes provided 1/3 of U.S. tax revenues
- Unknown history of U.S. prohibition – alcohol tax revenues had to be replaced, and were, by extremely unpopular income taxes

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"Sugar, rum, and tobacco, are commodities which are no where necessities of life, which are become objects of almost universal consumption, and which are therefore extremely proper subjects of taxation."

Adam Smith, *An Inquiry into the Nature and Causes of The Wealth of Nations*, 1776

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Price and taxation

Alcohol taxes reduce alcohol consumption

- Review of 112 studies containing 1,003 estimates of effects of price on alcohol consumption and problems
- Consumption declines for general population, as well as young people and heavy drinkers (Wagenaar et al. 2009)

Evidence suggests that:

- People increase their drinking when prices are lowered, and decrease their consumption when prices rise.
- Adolescents and problem drinkers are no exception to this rule.
- Increased alcoholic beverage taxes and prices are related to reductions in alcohol-related problems.

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Health effects of alcohol taxes: specific studies

- Reduce:
 - Liver cirrhosis
 - Delirium tremens
 - Male suicide
 - Criminality
 - Hospitalizations
 - Alcohol-related disease mortality
 - Workplace injuries
 - STDs
 - IPV
 - Rape
 - Robbery
 - Severe violence towards children
- No impact on possible health benefits among moderate drinkers

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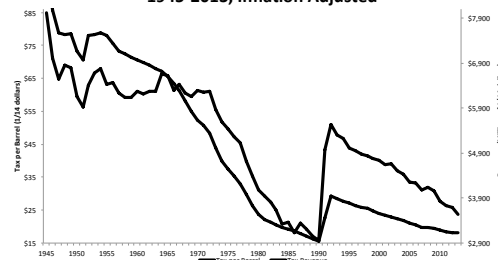
Public health goals: alcohol taxation

- Equalize based on alcohol content
- Index for inflation
- Set minimum price

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Federal Beer Tax and Tax Revenues
1945-2013, Inflation Adjusted



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Source: Brewers Almanac,
2013, ATTB, 2014, and
Chaloupka calculations

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Federal tax rates and inflation

	1951 rate	Current rate (1991)	Adjusted for inflation (since 1951)
Beer	\$9 / barrel	\$18 / barrel	\$76.23
Spirits	\$10.50 / proof gallon	\$12.50 / proof gallon	\$88.94
Wine	\$.17 / gallon	\$1.07 / gallon	\$1.44

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On-line tax tool

- www.camry.org/action/taxes/taxtool

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November 11, 2014

Search

Overview (PDF)
Methodology (PDF)
Tax Tool Home

HOME

Consumer Costs and Job Impacts from State Alcohol Tax Increases

See how a tax increase could affect your state...

Step 1: Choose state:
Louisiana

Step 2: Choose a tax increase:
\$0.05 \$0.10 \$0.25 5%

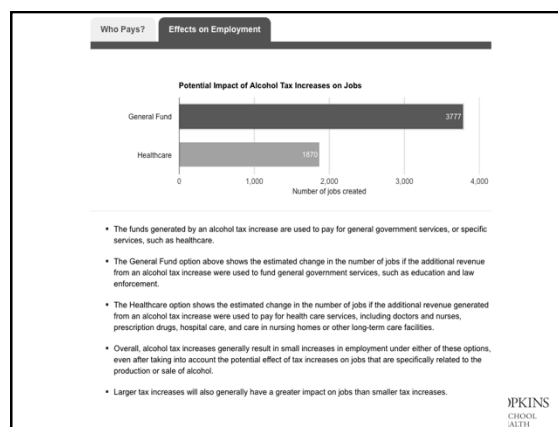
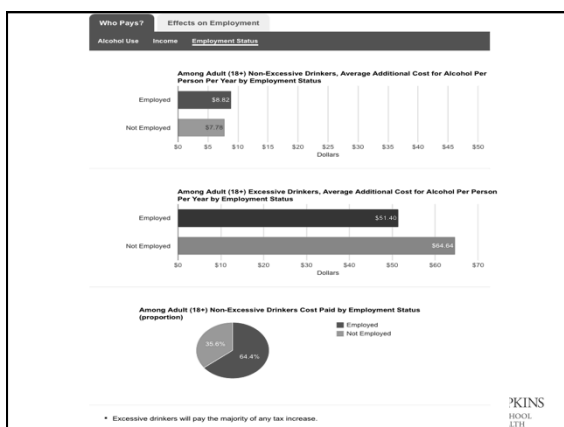
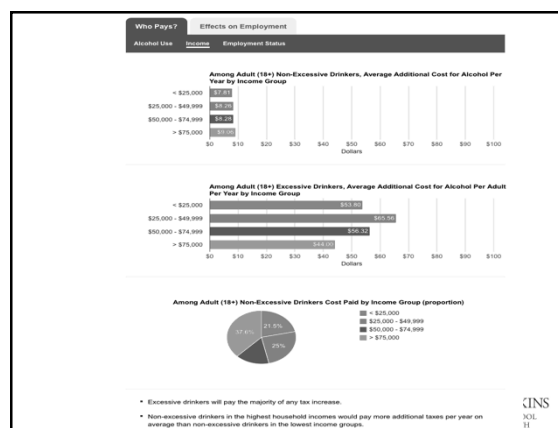
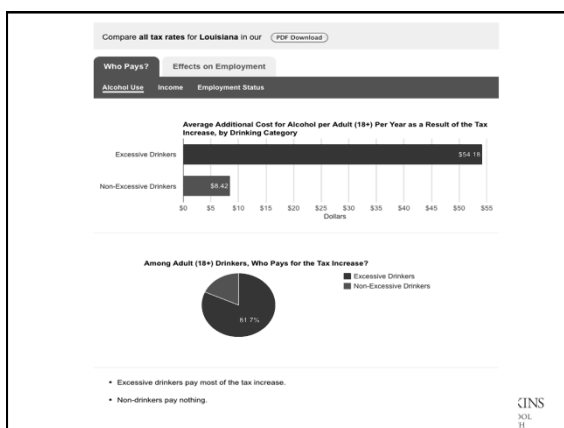
TAX PER DRINK — SALES TAX —

Get Results

Social and Health Effects of Changes in Alcohol Prices - A research collaboration between:

University of Florida
University of Illinois at Chicago
Boston Medical Center
Johns Hopkins Bloomberg School of Public Health

This web tool was supported by Contract Number 200-2011-40800 from The Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.



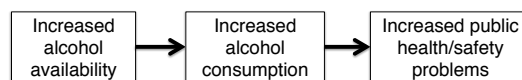
PRICE

- Other price interventions:
 - Eliminate happy hours, ladies' nights, other discounting
 - O'Mara et al. 2009: a 10-cent increase in cost per gram of ethanol at on-premise establishments was associated with a 30% reduction in the risk of exiting an establishment intoxicated
 - Eliminate bulk discounts such as sales in pitchers
 - Establish or raise retail license fees to fund enforcement, prevention, education and surveillance activities
 - Minimum pricing

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What the Science Tells Us: Retail Availability



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When the # of alcohol outlets increases...



So do the problems:

- violence/crime¹
- sexually transmitted infections²
- noise³
- injuries⁴
- property damage⁵

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Sources: 1. Speer et al. 1998; 2. Scribner et al. 1998; 3. Livingston et al. 2007; 4. Holder et al. 2000; 5. Donnelly et al. 2006.

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Alcohol outlet density and underage drinking

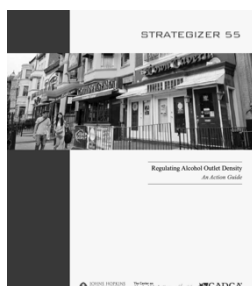
- Paschall et al. (2012- 50 California cities)
 - Adolescent alcohol use and heavy drinking appear to be influenced by enforcement of underage drinking laws, alcohol outlet density, and adult alcohol use.
- Chen et al. (2009 - California)
 - Zip code alcohol outlet density significantly and positively related to likelihood and frequency of getting alcohol
- Treno et al. (2003 - Oregon)
 - Alcohol outlet density associated with both youth drinking and driving and riding with drinking drivers, especially for . younger and female respondents
- Other studies in university neighborhoods, New Zealand, Switzerland.

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Outlet density: action steps

- Licensing reform
- Planning and zoning reform
 - Oakland
 - Omaha
 - Baltimore
- Takes public health into arenas with which many are unfamiliar



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Commercial Host (Dram Shop) Liability

- Alcohol retailers can be held liable for harms caused by intoxicated or underage patrons
- Laws vary in scope and evidence requirements
- Can help reduce alcohol-related harms, including motor vehicle crash deaths, homicide, and alcohol-related medical conditions
 - Alcohol-related motor vehicle crash deaths reduced by 6%

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Other availability restrictions

- Avoid privatization of alcohol sales
- Maintain limits on days of sale
- Maintain limits on hours of sale
- Enhance enforcement of laws prohibiting alcohol sales to minors
- Social host liability
 - Newer strategy, less evidence
 - Preliminary results promising:
 - One study found 9% drop in DUI fatality rate among 18-20 year-olds (DHS 2010)
 - Another, looking at SHOs in 50 California cities, found that those with SHOs had reduced teen drinking at parties (Paschall et al. 2014)

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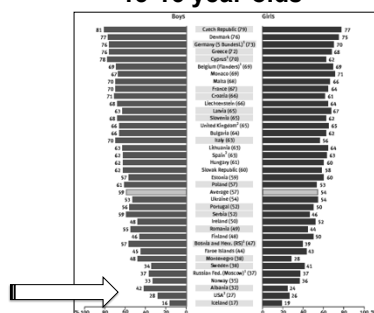
Regulating Alcohol Availability Through Minimum Legal Purchase Age (MPLA)

- Principal source of evidence is U.S. studies
 - Numerous reviews of multiple studies have concluded 21 has been effective in saving young lives.
 - CDC – 49 studies reviewed, including studies using panel data: "...changes in the MLDA result in changes of roughly 10% to 16% in alcohol-related crash outcomes for the targeted age groups."
 - Wagenaar and Toomey (2002) – review of 241 studies: "preponderance of evidence indicates there is an inverse relationship between the MLDA and two outcome measures: alcohol consumption and traffic crashes."

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30-day prevalence of drinking, 15-16 year-olds



Alcohol Marketing A Major Risk Factor for Underage Drinking

- **Forms of alcohol advertising and marketing that predict drinking onset among youth**
 - Alcohol advertisements in magazines
 - Beer advertisements on television
 - Alcohol advertisements on radio
 - Alcohol advertisements on billboards
 - In-store beer displays and sports concessions
 - Alcohol use in movies
 - Ownership of alcohol promotional items
- **Alcohol companies have moved rapidly into social media – research has not kept up**



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Cedeno et al., *Journal of Adolescent Health* 2007;40:527-34.
Snyder et al., *Arch Pediatr Adolesc Med* 2006;160:18-24.
Kiley et al., *Am J Health Behav* 2004;38:458-500.
Pech et al., *J Stud Alcohol Drugs* 2007;68:598-598.
McCann et al., *Am J Prev Med* 2008;32:277-83.
Stoeckert et al., *BMJ Open* 2012;Feb 20:2:e00543.
Sargent et al., *J Stud Alcohol* 2008;67:54-65; Hawthorn et al.
et al., *J Adolescent Health* 2008;62:28-36.

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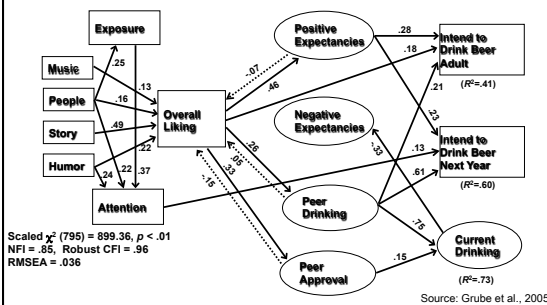
How does advertising affect young people's drinking decisions?

- Youth are drawn particularly to elements of music, characters, story and humor.
- Young people who liked the ads believed that:
 - positive consequences of drinking were more likely
 - their peers drink more frequently
 - their peers approve more of drinking
- These beliefs interact to produce greater likelihood of drinking, or of intention to drink within the next year.
- Causal arrows all in one direction – that is, positive expectancies do not predict greater liking of ads; assumptions of peer drinking do not predict greater liking of ads.

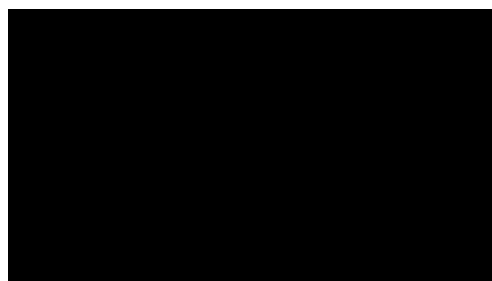
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Effects of Alcohol Advertising on Drinking Beliefs and Behaviors (5th – 11th Graders)



Alcohol advertising: music, character, story...



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Alcohol industry self-regulation

- Beer advertising and marketing materials should not depict Santa Claus.



Brand photo on Captain Morgan Facebook Page

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Failure of alcohol industry self-regulation in social media

- Beer advertising and marketing materials should not portray, encourage, or condone drunk driving.



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DISCUS Code: "Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language."



Photo Credit: Sky Vodka - Composition, January 2011
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Alcohol industry self-regulation

– Distilled Spirits Council of the United States (DISCUS) Code:

- Beverage alcohol advertising and marketing materials should not imply illegal activity of any kind.



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Alcohol industry self-regulation

DISCUS code

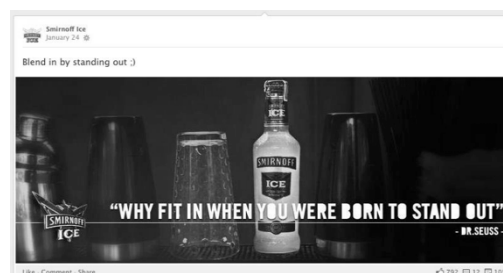
- Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed excessively or in an irresponsible manner.
- "Limit" is as much as five times the U.S. dietary guideline for women.



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DISCUS code: The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.



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Self-regulation in the U.S. Alcohol Industry

- **Unlike content, placement can be measured**
 - By 2003, the beer, wine, and distilled spirits industries had all agreed to stop advertising in media venues where >30% of the audience was <21 years old
 - Updated for the 2010 census – currently 28.4%
 - Covers everyone under 21
 - Magazines only measured 12 and up, radio 6 and up, TV 2 and up
- **Call for a 15% youth audience maximum**
 - Supported by National Research Council, Institute of Medicine, and 24 state and territorial attorney generals
 - 12–20 year-olds are the group most at risk of underage drinking
 - They are <15% of the population
 - The 30% standard allows them to be exposed to alcohol marketing at more than double the rate of the rest of the population

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Industry self-regulation: Actual placement data

- **Magazines 2011:**
 - Compared to adults 21+, youth ages 12-20 saw per capita 7% more beer ads, 11% more alcopop ads, 82% fewer wine ads
- **Radio 2009:**
 - 32% of ads on programming with disproportionately youthful audiences
- **Television:**
 - In 2012, 19% of 350,868 ads aired at times when youth 12-20 per capita exposure exceeded that of adults 21+
 - In local TV markets in 2010, nearly 1 in 4 ads on programs popular among youth violate industry's standard.
 - Average exposure for 12-20s in 2009: 366 ads

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Limitations of Monitoring Digital Media

- 3rd-party data sources are not available
- Much of digital alcohol marketing is spread user-to-user ("viral")
- Young people are far ahead of adults in their use of and ease with digital media
- Alcohol companies are among the earliest adopters of new media marketing technologies

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Alcohol industry in social media

- Difficult to assess youth exposure
- Industry extremely active:
 - Diageo, Heineken have special deals with Facebook giving them early access to new tools
 - As of 2012, 1017 alcohol company-sponsored Facebook pages
 - Diageo: Sent 950 of its marketing staff to FB "boot camp" in 2012; estimates that FB ads and promotions for Smirnoff and Baileys increased sales of those brands by 20%

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Lots of problematic content on FB

- Both brand-generated:
- And user-generated:



and photo on Captain Morgan Facebook Page



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User-generated content?



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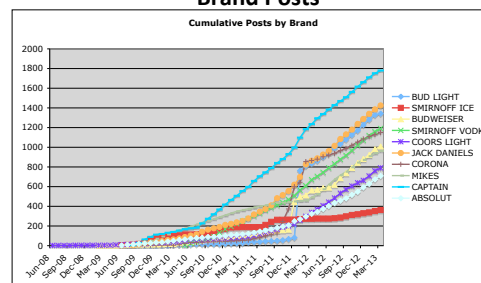
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Facebook Brand Posts

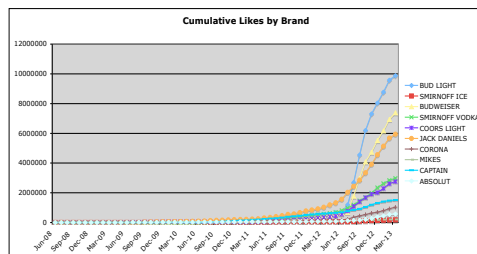


Source: CrowdTangle and Facebook

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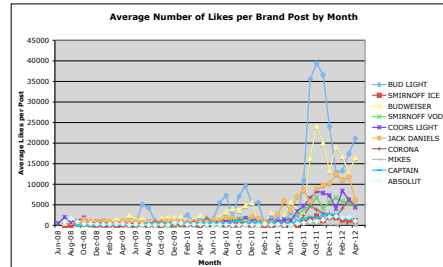
Facebook Likes



Source: CrowdTangle and Facebook

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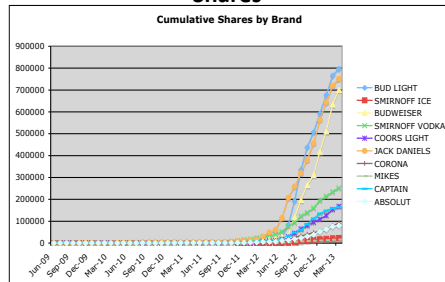
Facebook Likes



Source: CrowdTangle and Facebook

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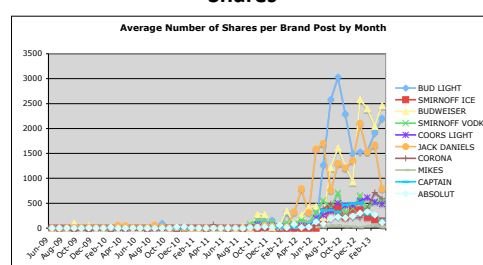
Facebook Shares



Source: CrowdTangle and Facebook

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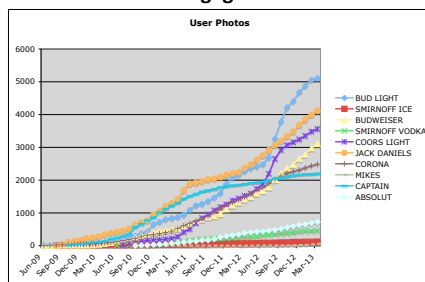
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Facebook User Engagement



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Facebook User Engagement

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Common arguments against the influence of advertising on youth drinking

- “Kids drink what adults are drinking”
- Survey found several brands much more commonly consumed by youth than by adults: Corona Extra Light (9.3 times more popular)
 - Bacardi Malt Beverages (8.0 times)
 - Smirnoff Malt Beverages (6.7 times)
 - Mike’s (4.4 times)
 - Jack Daniel’s Cocktails (43.8 times)
 - Malibu Rums (2.6 times)
 - Natural Ice (2.3 times)

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Common arguments against the influence of advertising on youth drinking

- “Kids drink whatever is cheapest”
 - Survey found is a general relationship between lower price and youth brand choice BUT
 - The most commonly consumed brands are not the cheapest
 - Only one of the top 25 youth brands (Keystone Light) is among the 88 cheapest brands

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Common arguments against the influence of advertising on youth drinking

- “Since kids report they drink what others give them, advertising doesn’t matter.
 - Survey found that regardless of source of alcohol, youth brand preferences are consistent
 - Nine of the top 10 youth brands were even more popular among youth who made their own brand choices
 - 7 of top 15 youth brands repeatedly showing up in analyses:
 - Smirnoff Malt Beverages, Jack Daniel’s Whiskey, Mike’s, Absolut Vodka, Heineken, Bacardi Malt Beverages, and Malibu Rums

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Greater exposure associated with consumption: Magazines

- For 18-20 year old males and females, brands which delivered the most ad exposure to them were also often the most popular brands
 - Males: 11 of top 25 brands exposed 18-20 year-olds more than any other group
 - Females: 16 of the top 25 brands exposed 18-20 year-olds more than any other group

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Greater ad exposure predicts youth alcohol consumption by brand

- Television: Youth were three times more likely to consume a brand if exposed to its television advertising
- Analysis controlled for:
 - Demographic characteristics
 - Magnitude of alcohol consumption
 - Parental drinking
 - Risk-taking behavior
 - Media use patterns
 - Autonomy of brand choice
 - Brand-specific prices
 - Overall brand market share

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Where We Are: The Evidence

- Kids are not drinking the same brands as adults
- Kids are not drinking the cheapest brands
- Kids are not drinking the brands easiest for them to obtain
- Exposure to alcohol marketing is associated with youth drinking in longitudinal studies, and in brand research
- Higher levels of engagement with marketing are associated with greater levels of youth drinking
- Every year, 4300 young people under 21 die because of alcohol use

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Do alcohol companies target youth?

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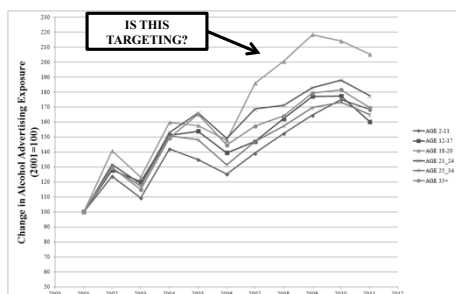
Does the industry “target” youth?

- Magazine study:
 - The ratio of the probability of a youth alcoholic beverage type advertising in a magazine to that of an adult type advertising in a magazine increased from 1.5 to 4.6 as youth readership increased from 0% to 40%.
 - Thus in magazines with highest youth readerships, youth alcoholic beverage types were more than four times more likely to advertise than adult alcoholic beverage types (King et al., *Journal of Adolescent Health* 2009)
- Cable television study:
 - Census of 608,591 advertisements on cable television, 2001 to 2006
 - each one-point increase in the percentage of the audience that was adolescent was associated with more beer (+7%), spirits (+15%), and alcopop (+22%) ads per viewer-hour, but fewer wine (-8%) ads ($p < .001$ for all) (Chung et al., *American Journal of Public Health*, 2009)

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Youth Exposure Growing Faster Than Adult



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“Targeting”: Summary of the Evidence

Targeting Requirement	Requirement Met?
Age 18-20 Exposure = Age 21-24 Exposure?	True in 4 of 7 years
Comparable products do not target?	True wine avoids age 18-20 exposure
Alternative schedules can be created	True Age 18-20 exposure could be reduced by as much as 50% without any impact on age 21-24 exposure

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“Responsibility” ads



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Alcohol industry “responsibility advertising”

- A “mixed message.”
- From 2001 to 2009, youth 12-20 were 22 times more likely to see a product ad for alcohol than an alcohol industry “responsibility” ad.

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Trends in alcohol marketing

- Like other products, selling alcohol as a health food
 - All natural, organic etc.
 - “Functional” food – fitness friendly
 - Diet drink
 - Particularly targeted at women

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Natural vodka



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Natural beer



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Vodka from soy – gluten-free!



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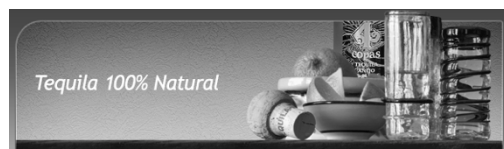
Organic tequila



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Natural tequila



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FITNESS FRIENDLY

A personal trainer from Holland



Tell them you've hired a personal trainer from Holland.

AMSTEL

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fitness

INSTANT ENERGY! Get Fresh Power to Recharge

BURN MORE CALORIES

Slim. Sexy. Confident!

Pretty Pretty Glowing Skin

Slack-Whit-E Exercise Strategies

Get Your Veggies

Get Your Fat Back to Tight Abs

PEZZA CHOCOLATE ICE CREAM

OZZO Gelato House

Shopping List up to \$50

Beer with Antioxidants

What's hot in a hot Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of hot brews in one tastes like? We chose our top three extra good whiffs. —*Scott D'Angelo*

< BioCreek Zen IPA

The India pale ale—green tea mash-up was the Java. "It's refreshing—similar to a traditional IPA," says senior fitness editor Lindsey Green (creek.com)

MateVee Yerba Mate IPA

Testers enjoyed the fruity flavor of this brew, made with South American yerba mate. Special projects editor Caroline put it simply: "Yummy!" (matevee.com)

Blue Organic Green Tea Beer

This ginger-infused Belgian-style ale tastes more like herbs than hops. "A good option for people who don't love the flavor of beer," says associate beauty editor Ayren. (ireeka.com)

JOHN'S HOPKINS

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"Full speed" beer

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A DIET DRINK

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A "smart choice" beer – only 95 calories



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4 Diet Myths Debunked

Article By: Sandra Gordon

Despite all we know about sound nutrition, myths lurk everywhere — from a friend's misguided counsel to the latest fad-diet bestseller. Get the facts right here.

Click on each of the four diet myths below, and avoid falling prey to bad advice by learning the truth now.

The healthiest diet is fat-free.

Sugar is better than.

Food cravings are bad.

Eating at night leads to weight gain.

MYTH: The healthiest diet is fat-free.

FACT: "You need some fat for your body to function properly," says Karen Miller.

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Even the can is slim



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No carbs – even better



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No carbs – no question



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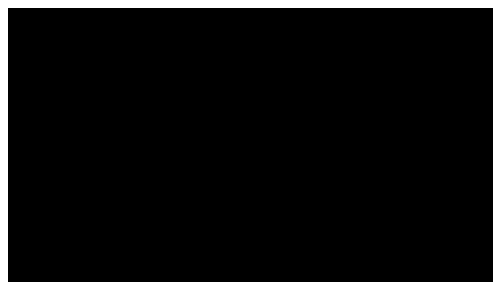
Women and alcohol marketing

- Women's exposure has increased, especially on television
- Men's exposure has increased even more, and much of the advertising is not targeted at women
- Women in alcohol ads *are* the beverage itself – they are the goal, and the alcohol

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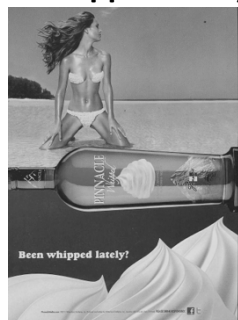
The arrival



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Been whipped lately?



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Effects of images of women in alcohol ads

- Researchers in San Jose, CA looked at density of alcohol ads featuring Latinas in their city
- Controlled for:
 - Ethnic composition of the block group where victimization occurred
 - Socioeconomic characteristics of the area
 - Population and residential stability
 - Race- and gender-specific measures of poverty and unemployment
 - Alcohol availability (density of outlets)
- After controlling for all these other variables, found that density of ads featuring Latina models had significant effect on levels of sexual violence among Latinas and non-Latina females
- Researchers' conclusion: "In general the results of these analyses are supportive of the notion that advertising content plays a detectable role in sexual violence."

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Reducing Youth Exposure to Alcohol Marketing

- Collect and report alcohol company marketing expenditures annually (as done for tobacco since 1967)
- Tighten age verification ("age-gating") on digital media sites
- Develop "no-buy" lists of programs and other venues where young people are likely to be overexposed to alcohol advertising (1999 FTC recommendation)
- Hold companies responsible for "user-generated content" on their social media pages
 - Facebook: All branded pages are advertisements
 - Australian co-regulatory board – companies are liable for ALL statements and other content on their social media pages, no matter what the source of that content.

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Moving towards a stronger standard

- Beam Global Spirits (just bought by Suntory) case study
 - Beam adopts tighter standard in 2007
 - 25% rather than 30%, plus 15% annual aggregate average by medium by brand
 - Seventeen of 21 brands met new goal in magazines, six brands made progress towards it on television
 - Half of Beam brands met the 85% adult composition goal.
 - Beam did not pay a cost premium for ads that met its new goal
 - Youth exposure was reduced compared to other distilled spirits brands

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What can states and localities do?

- **State and local entities are strengthening controls over local alcohol advertising**
 - Restricting outdoor alcohol advertising in locations where children are likely to be present: Public transit, festivals, celebrations in public venues, and on billboards
 - Prohibiting outdoor alcohol advertising near schools, public playgrounds, and churches
 - Restricting alcohol advertising on alcohol retail outlet windows and outside areas
 - Prohibiting alcohol advertising on state-owned property, including college campuses

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State-level actions: examples

- In 2004, CAMY produced report on state policy options regarding regulation alcohol advertising and youth – CAMY's most requested report – updated in 2010
- CAMY partners in various states have taken steps to reduce youth exposure to alcohol marketing:

State/City	Action
Connecticut	Ban on all alcohol signage except at point of purchase at Rensselaer Field
Philadelphia	Ban on alcohol advertising on bus shelters
Ohio	500 foot limit on billboard placements adopted into OLCC administrative rules
Oregon	Local department stores convinced to remove pro-drinking clothing and paraphernalia
Somerville, MA	Ban on alcohol billboards within 500 feet of schools etc, combined with grassroots enforcement
Greater Boston, MA	Ban on alcohol ads on public transit

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Counter-ads

- Counter-advertising
 - Marketing activity designed to decrease interest in a product
 - Often uses people's familiarity with the product ads to promote recall of the counter advertising message
 - Effective in tobacco control
 - May be effective in reducing youth alcohol use but little evidence and few experiments exist



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Counter-ads

- Successful in tobacco, little used in alcohol
- Continuum, ranging from PSA's to true "counter-advertising"
- IOM calls for many experiments in youth-oriented media campaign – none ever funded
- One example – Dover Y2Y



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Countering “Blast”



The counter-ads



Alcohol advertising reform: global

- France has one of the strongest anti-alcohol advertising laws among well-resourced countries
 - No advertising is allowed on television or in cinemas;
 - No sponsorship of cultural or sport events is permitted;
 - The law has been upheld by the European Court of Justice
- Thailand passed a new Alcoholic Beverage Control Act in 2008:
 - Prohibits sales of alcoholic beverages to anyone under 20
 - Bans consumption or sale of alcohol on government premises, schools, hospitals, petrol stations, parks
 - Bans alcohol advertising that in any way includes pictures of a product or encourages drinking – leaves only “corporate” advertisement and advertising originating outside of Thailand
- Finland banned alcohol advertising in public places, and anything in social media that is designed to encourage user/brand interaction
- Ireland, South Africa considering bans of various kinds

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The message of hope: We can...

- Raise awareness about the role of price in youth drinking
- Reduce physical availability of alcohol, particularly to young people
- Reduce youth exposure to alcohol marketing
- Maintain and strengthen effective alcohol control systems
- Take on the most effective prevention strategies, and succeed.

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What it takes: Research

- Traditional (“evidence-based”)
- Public opinion (polling, focus groups)
- Non-traditional
 - Relationship building
 - Listening
- Opposition research

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What it takes: Advocacy

- Skills not often taught as part of public health training
 - Strategic communication
 - Organizing – both community and political
 - Legal expertise
- Willingness to be controversial, engage in public debate
- Commitment to accuracy
- Persistence
- Focus
- Rapid response
- Message discipline
- Organizing/relationship building

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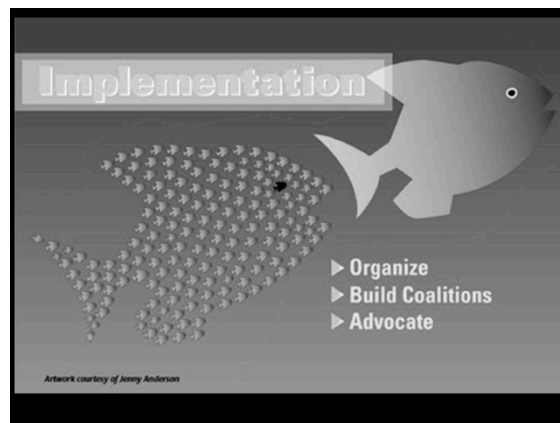
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But isn't this lobbying?

- BIG difference between educating the public and policy makers about effective strategies and...
 - Convincing a legislator to take a position on a specific bill (direct lobbying)
 - Asking someone to contact a legislator to ask them to take a position on a specific bill (grassroots lobbying)
- Section 503
- Your democratic rights

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Parting thoughts

"I've been absolutely terrified every moment of my life - and I've never let it keep me from doing a single thing I wanted to do."

-- Georgia O' Keeffe

"Hope is like a road in the country; there was never a road, but when many people walk on it, the road comes into existence."

-- Lin Yu Tang

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"Never doubt that a small group of thoughtful, committed citizens can change the world."

-- Margaret Mead

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we can make a difference!**

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